

REPLACEMENT SHEET

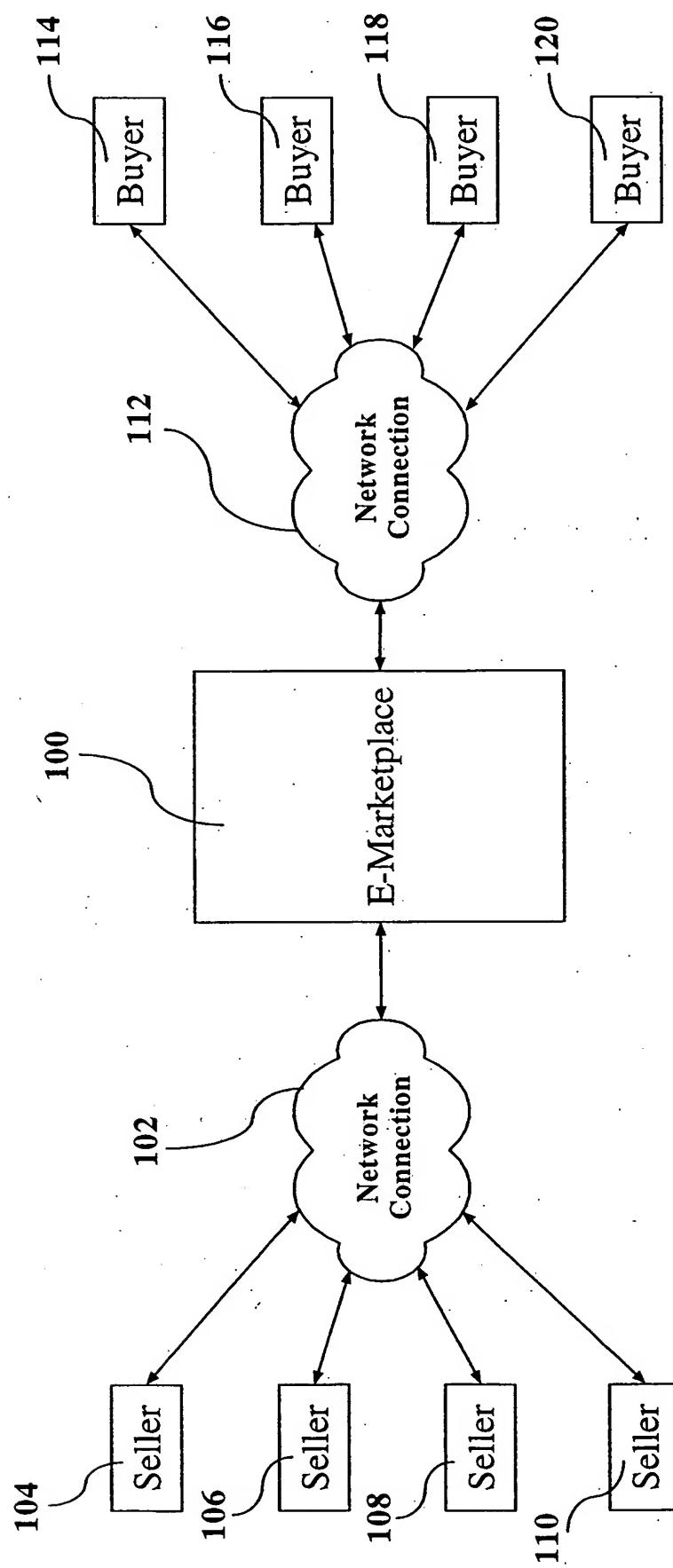


Figure 1

METHOD, SYSTEM, AND COMPUTER PROGRAM PRODUCT FOR IDENTIFYING AND IMPLEMENTING
COLLECTED PRIVACY POLICIES AS AGGREGATE PRIVACY POLICIES IN ELECTRONIC TRANSACTIONS

D. Kuehr-McLaren et al.
Application No. 10/706,465

REPLACEMENT SHEET

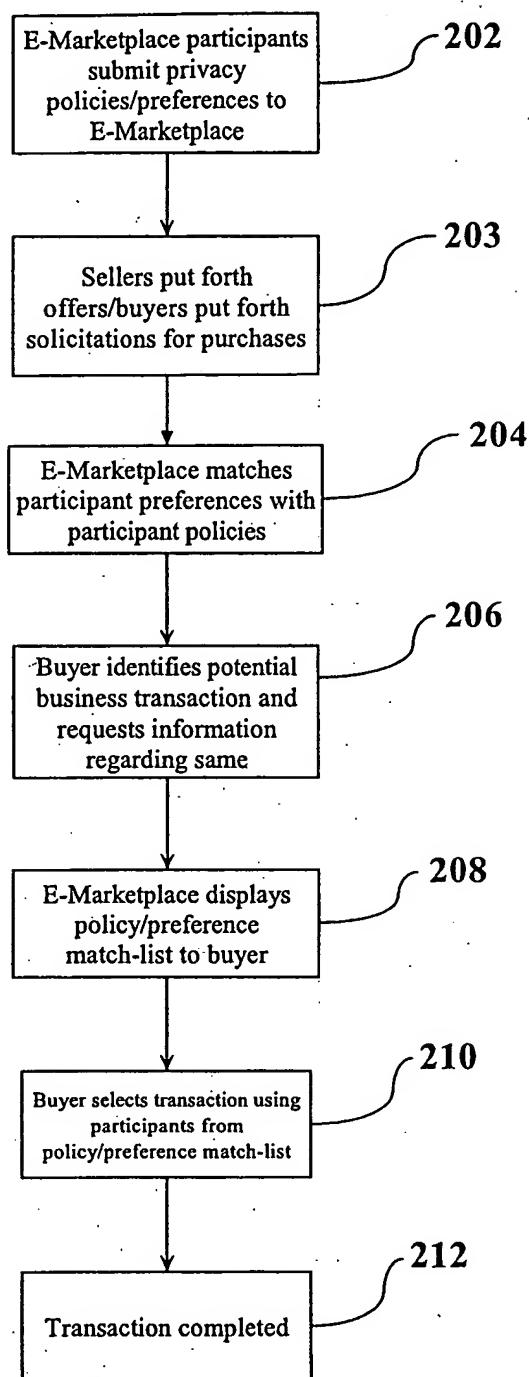


Figure 2

REPLACEMENT SHEET

The screenshot shows a software application window titled "Buyer Privacy Preferences". The window has a standard Windows-style title bar and menu bar. The main content area contains three questions with multiple choice options:

Can E-Marketplace Participants Sell Your Email Address?

| | | |
|------------------------------|--|-------------------------------------|
| <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | <input type="checkbox"/> Don't Care |
|------------------------------|--|-------------------------------------|

Can E-Marketplace Participants Send You Seller-Originated Advertising?

| | | |
|------------------------------|--|-------------------------------------|
| <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | <input type="checkbox"/> Don't Care |
|------------------------------|--|-------------------------------------|

Can E-Marketplace Participants Share Your Demographic Data With Others?

| | | |
|------------------------------|--|-------------------------------------|
| <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | <input type="checkbox"/> Don't Care |
|------------------------------|--|-------------------------------------|

The left side of the window shows the operating system's taskbar with other open applications like "Program - Untitled 1" and "Untitled File 1".

Figure 3

REPLACEMENT SHEET

The screenshot shows a Microsoft Word document window titled "Seller 01 Privacy Policies". The document contains three questions with checkboxes for "Yes" and "No".

Will You Sell the Email Address of E-Marketplace Participants?

Yes No

Will You Send Seller-Originated Advertising to E-Marketplace Participants?

Yes No

Will You Share Demographic Data of E-Marketplace Participants With Others?

Yes No

The Word document interface includes a menu bar (File, Edit, View, Insert, Tools, Format, Window, Help), a toolbar, and a status bar showing "Untitled File 1" and "100%".

Figure 4

REPLACEMENT SHEET

Program - Untitled 1

New Open Save As... Save All Print View Insert Mail Tools Help

Untitled File 1

100% E

WPS Office

Property 2 Properties

Figure 5

Seller 02 Privacy Policies

Will You Sell the Email Address
of E-Marketplace Participants?

Yes
 No

Will You Send Seller-Originated
Advertising to E-Marketplace
Participants?

Yes
 No

Will You Share Demographic Data of
E-Marketplace Participants
With Others?

Yes
 No

REPLACEMENT SHEET

Program - Untitled 1

Untitled File 1.

SELLER 03

Seller 03 Privacy Policies

Will You Sell the Email Address
of E-Marketplace Participants?

Yes
 No

Will You Send Seller-Originated
Advertising to E-Marketplace
Participants?

Yes
 No

Will You Share Demographic Data of
E-Marketplace Participants
With Others?

Yes
 No

PROPERTY OF [REDACTED] [REDACTED]

Figure 6

REPLACEMENT SHEET

| Offer | Offer Address? | Seller-Originated Advertising? | Send Email Address? | Share Demographic Data With Others? | Product Unit | |
|----------|----------------|--------------------------------|---------------------|-------------------------------------|--------------|-------|
| | | | | | Offer | Offer |
| Offer 01 | NO | NO | NO | NO | Widget A | \$10 |
| Offer 02 | YES | YES | YES | NO | Widget A | \$8 |
| Offer 03 | YES | YES | NO | YES | Widget A | \$7 |
| Offer 04 | NO | NO | NO | NO | Widget A | \$11 |
| Offer 05 | NO | YES | NO | NO | Widget A | \$11 |
| Offer 06 | YES | NO | NO | NO | Widget A | \$11 |
| Offer 07 | YES | YES | YES | YES | Widget A | \$8 |
| Offer 08 | NO | NO | NO | NO | Widget A | \$11 |
| Offer 09 | YES | YES | YES | YES | Widget A | \$8 |
| Offer 10 | NO | NO | NO | NO | Widget A | \$11 |
| Offer 11 | NO | NO | NO | NO | Widget A | \$12 |
| Offer 12 | YES | YES | YES | NO | Widget A | \$9 |
| Offer 13 | YES | YES | NO | NO | Widget A | \$9 |

Figure 7

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The screenshot shows a Microsoft Word document window with a title bar and menu bar. The main content area contains a table titled "Offers Available for Buyer".

| Offer | Sell Email Address? | Send Seller-Originated Advertising? | Share Demographic Data With Others? | Product | Price per Unit |
|----------|---------------------|-------------------------------------|-------------------------------------|----------|----------------|
| Offer 01 | NO | NO | NO | Widget A | \$10 |
| Offer 04 | NO | NO | NO | Widget A | \$11 |
| Offer 08 | NO | NO | NO | Widget A | \$11 |
| Offer 10 | NO | NO | NO | Widget A | \$11 |
| Offer 11 | NO | NO | NO | Widget A | \$12 |

Figure 8